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University reorganization merges information services and outreach

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maribeth dwyer • news editor

IMMEDIATELY

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stateUNIVERSITY REORGANIZATION MERGES
INFORMATION SERVICES AND OUTREACH

MISSOULA --

The University of Montana is reorganizing its outreach and public information functions so that responsibility for these activities is centralized under a single administrator.

The changes which affect the Alumni Center and the Office of Information Services were announced Monday by UM President Richard C. Bowers and became effective immediately.

Under the reorganization, Information Services, the University's news service, was renamed University Publications and Media Services. The office becomes the responsibility of Deanna Sheriff, executive director of the UM Alumni Association, who assumes the additional title of director of university relations.

"Administrative considerations dictated the reorganization," said Bowers. I felt that our university relations effort would be more effective if all aspects of it were coordinated by a single administrator."

"The Alumni Center under Deanna Sheriff already had primary responsibility for the University's outreach activities," Bowers added, "and Deanna has done an excellent job upgrading our efforts in alumni, community and legislative relations. She was the logical choice for this added responsibility."

Previously, Information Services was under the direction of Allan Vannini, director of the UM Foundation and university development.

Relinquishing his responsibility for Information Services, Vannini said, "The success of our fund raising and plans for increased efforts in this area have made it obvious that for me to continue doing both jobs would weaken each effort.

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Vannini endorsed Sherriff, saying, "I am confident that Deanna Sherriff can give Information Services the direction it needs, maintaining and enhancing the progress we've made during 1979-80."

Before the reorganization, University outreach activities undertaken by Sherriff's office included coordinating legislative and alumni relations, recruiting students and providing UM faculty and staff speakers to local communities and organizations through the UM Speakers bureau.

Consolidation with Information Services brings internal communications, supervision of University recruiting and promotional publications, and media services, such as news releases, sports information, and public services radio and television materials into the University's outreach effort.

Sherriff commented that there was already considerable overlap between her office and the old Information Services. She pointed out that Profiles, the University's alumni quarterly was produced by Information Services and both offices were involved in production of recruiting brochures and posters.

"Not only were our efforts often duplicative, but there was no central quality control and no stylistic or visual consistency," Sherriff said. "By having one office with overall responsibility for University publications, we feel we can have better quality publications and a more effective presentation of the University at lower cost," she added.

Sherriff said there will also be immediate gains from staff consolidation.

"We now have more flexibility in applying individual talents to particular jobs. Staff members at the Alumni Center who have been doing similar work are available immediately to supplement the University's news writing efforts while writers and editors at Information Services can contribute to a broader range of publications and promotional material.

With the arrival July 1 of Richard Hill, UM's new admissions director, responsibility for student recruiting will shift to the Admissions Office, but Sherriff expects to remain active in recruiting and will work closely with Hill on the planning and production of recruiting materials.

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